

Using Branding Strategy to Improve Global Competitiveness (Cases of Indonesian Companies)



Presented by :

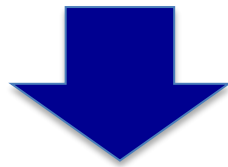
Heppy Millanyani
Nurafni Rubiyanti

Introduction



ASEAN-China Free
Trade Area (ACFTA)
effect to Indonesia !

Global Competitiveness



**Branding
Strategy**



Research Objective



The purpose of this study is to identify branding strategy used by Indonesian companies in order to improve their global competitiveness.

Literature Review and Methodology

Chailan Typology :

1. Firms buying existing western brands with a strong image
2. Creating global brands by using western marketing principles
3. Firms which have developed their local brands based on favorable COO effect in their domain of expertise, to reach primacy in their field.
4. Creating global brands by using local image and marketing techniques related to their language, culture, even possible ethnical or religious belongingness.

Research Methodology

This study used Chailan's typology explained before as a base for research methodology in order to compare the chosen brands on the basis of their marketing strategy and more precisely their approach to global recognition.



Research Findings



Companies from emerging countries which have bought existing well-known brands.



Foreign companies which has bought Indonesian companies and still use the original brand in conjunction with their brand



Companies which have created global brand by using western marketing principles.



Firms which have developed their local brands based on favorable COO effect in their domain of expertise, to reach primacy in their field.



PT HM SAMPOERNA Tbk.

Creating global brands by using local image and marketing techniques related to their language, culture, even possible ethnical or religious belongingness.



Conclusion

Based on the sample of companies we found, we concluded that there are more companies decided to use western name rather than using original local brand. Specific research to know the reason behind this action should be conducted because some research about Indonesian consumer's brand preference and ethnocentrism point out to the contrary.

The limitation of this study was that it was only used literature review as data collection method. Limited time and man power may made the results bias because the researcher didn't have enough time to get second opinion.



Thank You